

# friKöpenskap



## MEDIA INFO 2019

### Sales department

**Mi Andrén**, Advertising Manager  
+ 46 (0)733-89 88 99  
mi.andren@nordiskemedier.se

**Valentin Svensson**, Advertising Sales  
+ 46 (0)76-316 84 61  
valentin.svensson@nordiskemedier.se

Job Advertisement  
+ 46 (0)8-5222 53 22  
platsannonser@nordiskemedier.se

## COVERS THE WHOLE BUSINESS

Fri Köpenskap is Sweden's leading commercial magazine for the food retail business. We are a newspaper issued 34 Fridays each year and have been published since 1943. With our circulation **we reach all food stores** in Sweden and have the best coverage within the large groups Ica, Coop, Axfood and Bergendahls as well as within independent merchants.

### Editorial plan 2019

Issue	Publishing date	Material day
1-3	January 18	January 10
4	January 25	January 17
5	February 1	January 24
6	8 februari	January 31
7	February 15 <b>Nominate</b>	February 7
8	February 22	February 14
9	March 1	February 21
10	March 8	February 28
11	March 15	March 7
12	March 22	March 14
13	March 29	March 21
14	April 5	March 28
15-16	April 12	April 4
17-18	April 26	April 17
19	May 10	May 2
20	May 17	May 9
21	May 24	May 16
22-33	June 5	May 28
34	August 23	August 15
35	August 30	August 22
36	September 6 <b>Finalists</b>	August 29
37	September 13	September 5
<b>Dagligvarugalan 19 september Stockholms Stadshus</b>		
38	September 20	September 12
39	September 27	September 19
40	October 4	26 September
41	October 11	October 3
42	October 18	October 10
43	October 25	October 17
44	November 1	October 24
45	November 8	October 31
46	November 15	November 7
47	November 22	November 14
48	November 29	November 21
49-52	December 6	November 28

## Ad formats and prices

<b>Spread</b> 528 x 372 mm <b>SEK 119,400</b>	<b>1/1-page</b> 252 x 372 mm <b>SEK 82,200</b>	<b>1/2-page</b> 252 x 185 mm <b>SEK 60,200</b>	<b>"A4"</b> 201 x 280 mm <b>SEK 67,300</b>	<b>1/4-page</b> 252 x 90 mm <b>SEK 35,900</b>
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## Technical information

**Magazine format:** 280x398 mm  
**Type area:** 252x372 mm  
**Column formats:** 47, 98, 149, 201 and 252 mm

Supplements and special formats – Contact the sales department.

## Advertorials

Fri Köpenskap offer advertorial ads in the paper. Where you as an advertiser is able to get your message spread into a concept of editorial and comprehensive image. As an advertiser, you contribute with facts, images and to be interviewed by a journalist. We compile, write and design your ad in a editorial way as a complete concept, which you approve.

For more information and quotation, please contact the sales department.

## Material/advertisement

**E-mail material to:**  
**annons.fk@nordiskemedier.se**

## www.fri-kopenskap.se

### Start page

<b>Top banner</b> 930x180 px, SEK 12,000/month	<b>Corner banner</b> 200x300 SEK 6,500 /month
	<b>Side banner</b> 200x175 SEK 2,000 /month
<b>Campaign banner</b> 480x480 px, SEK 9,500/month	<b>Side banner</b>
	<b>Sid-banner</b>
	<b>Side banner</b>
	<b>Side banner</b>
<b>Giga banner</b> 980x480 px, SEK 12,000/month	<b>Side banner</b>

All banners, except the Title banner, share their spot with up to three others. Rotation is executed after page reload.

### Article page

<b>Top banner</b> 930x180 px, SEK 12,000/month	<b>Corner banner</b> 200x300 SEK 6,500 /month
	<b>Side banner</b> 200x175 SEK 2,000 /month
<b>Campaign banner</b> 300x250 px SEK 7,750 /month	<b>Side banner</b>
	<b>Side banner</b>
	<b>Side banner</b>

### File types

Static jpg, max 75 kb  
 Animated gif, max 75 kb  
 Html (zip-file)  
 Script

All banners must be responsive.  
 Animations should keep within 20 seconds.  
 Design of the ads included in the price.

## Newsletter

<b>Top advert left</b> 400x200 px, SEK 3,000/day	<b>Top advert right</b> 400x200 px, SEK 3,000/day
<b>Mid advert left</b> 490x147 px, SEK 2,000/day	<b>Mid advert right</b> 310x235 px, SEK 2,000/day

### File types

Static jpg, gif or png.  
 All banners should be static.  
 Design of the ads included in the price.

**Membership**  
**SEK 6,800/year**

- The membership includes:
- article on member page
  - job advertisement on member page
  - side banner on the portal

**Member package**

- 12 months side banner on the portal
- 1 top ad in the newsletter
- 2 middle ads in the newsletter
- 2 bottom ads in the newsletter
- 1 year membership

**SEK 20,000**

## Native advertising

Native Advertising is a sponsored text on fri-kopenskap.se that is marked as an ad. The content is designed so that the reader perceives it as a natural part of the platform. The sponsored content should, for maximum effect, be relevant to the target audience and add value to the reader.

## Material

**E-mail material including landing page to:**  
**annons@nordiskemedier.se**